



**CITY OF LODI  
COUNCIL COMMUNICATION**

**AGENDA TITLE:** Adopt Resolutions Approving Applications for Two Transportation Planning Grants from the California Department of Transportation (Caltrans)

**MEETING DATE:** October 6, 2004

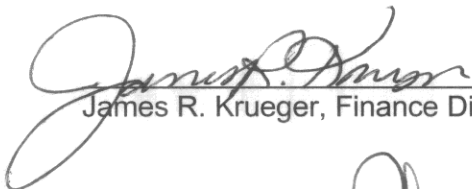
**PREPARED BY:** Public Works Director

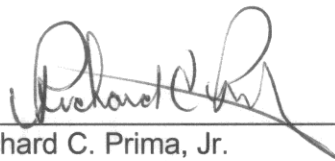
**RECOMMENDED ACTION:** That City Council adopt two resolutions approving the applications for two Transportation Planning Grants from the California Department of Transportation (Caltrans) for the Lodi Avenue Community Enhancement Project and the Central Avenue/Tokay Street Corridor Bike and Pedestrian Circulation Enhancement Project.

**BACKGROUND INFORMATION:** One of the goals of the Public Works Department is to deliver projects that benefit the City and enhance the Community. These grant programs are a beneficial step in achieving that goal. The planning grants, if approved, will supplement staff's efforts to develop context sensitive plans and will aid in building community support by providing financial resources to conduct community planning meetings. Caltrans is providing these grants as an opportunity to promote public involvement by diverse and underserved communities in the transportation planning process while improving mobility, access, equity and quality of life. Additionally, Caltrans is looking for projects which encourage community involvement and partnership. A copy of the grants has been included.

If the City grant applications are successful, staff will return to the City Council for final approval.

**FUNDING:** Each grant requests a local match. The local match for the Lodi Avenue Project will be \$36,000 In-Kind and \$38,000 in Measure K or Street Funds. Total project is \$234,000. The Central Street project will be \$20,000 In-Kind and \$25,000 in Measure K or Street Funds. Total project is \$135,000.

  
James R. Krueger, Finance Director

  
Richard C. Prima, Jr.  
Public Works Director

Prepared by Tiffani M. Fink, Transportation Manager  
RCPTMF/pmf  
Attachment

cc: Wally Sandelin, City Engineer  
Paula Fernandez, Senior Traffic Engineer

Tiffani Fink, Transportation Manager  
Charlie Swimley, Senior Civil Engineer

**APPROVED:**   
Janet S. Keeter, Interim City Manager

## ***Project Description:***

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The “Lodi Avenue Community Enhancement Project” is designed to enhance the Lodi community, particularly the neighborhoods in the historical and geographical eastside of Lodi, by enabling greater connectivity between sub-areas of the City that have been historically separated from the emerging City core. Residents and visitors alike will enjoy greater freedom of mobility as a result of this project, in addition to enjoying cleaner, vibrant and more modern commercial and residential corridors. As an integral component of the City’s far-reaching goals, the project will serve as an additional catalyst to our ongoing efforts to revitalize and modernize the existing downtown core, eastside neighborhoods and Cherokee Lane. The planning grants, if approved, will supplement staff’s efforts to develop context sensitive linked urban transit plans. Additionally, they will aid in building community support by providing financial resources to conduct community planning meetings, public outreach, and self assessment surveys. This useful information will also be able to be incorporated into the necessary environmental documents showing that there is local support for the project by dealing with issues in the preliminary phases of the project to ensure complete community buy in.

## ***Purpose and Need:***

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A point of beginning, or impetus for the City’s efforts within the Cherokee Lane, Lodi Avenue, and Central Avenue sub-areas of the City is the Central City Revitalization Program, developed in 1994. As stated in the document on page 1, “The purpose of the Central City Revitalization Program is to ensure that dramatic economic and physical improvement occurs in the historic central area of Lodi. “...The Central City is Lodi’s “old town”, where its original commercial areas and neighborhoods were established. It consists of three distinct yet interrelated districts - Downtown, the Eastside Neighborhood, and the Cherokee Lane Corridor.”

In fact, a major objective of the revitalization effort is the Cherokee Lane commercial corridor. As quoted in the Central City Revitalization Program, a cornerstone of the City’s redevelopment and reinvestment efforts, “Cherokee Lane is the gateway to Lodi from Highway 99, which is the preferred route for north-south intercity travel in the Central Valley. It stretches for approximately two (2) miles between the northerly and southerly Highway 99 off-ramps, and its frontage consists of a mixture of large and small scale commercial businesses, public facilities like the San Joaquin County Fairgrounds and the vacant Lincoln School, and light industrial development. Cherokee Lane intersects Kettleman Lane, the City’s primary east-west arterial, as well as Lodi Avenue and

Pine Street, both of which lead to the Central Avenue corridor as well as Downtown.”<sup>1</sup>

Eastside neighborhoods, including the Central Avenue neighborhood, are the third leg of the revitalization efforts. Investment and attention in the Eastside neighborhood is recognized as equally important as investment Downtown and along Cherokee Lane. Planning for and promoting the health and vitality of Eastside Neighborhoods would complete the picture laid out in the 1994 Revitalization Program, as well as address the goals outlined in the General Plan.

The Lodi Avenue Community Enhancement Project includes some of those same areas encompassed by the Revitalization Program. To this point, Lodi’s Downtown district has received the bulk of attention under the revitalization program. Infrastructure improvements including curb, gutter, and sidewalks, landscaping planters, and street lights have been installed downtown to kick off our revitalization efforts. A secondary effort along Cherokee Lane, although not as intensive a level of infrastructure improvements, has been undertaken as well. Continuing on the same track to install improvements on Cherokee Lane and Lodi Avenue brings us to the Lodi Avenue Community Enhancement Project.

The City of Lodi General Plan firmly supports the Lodi Avenue Community Enhancement Project. The General Plan Policy Document encourages enhancement of the community through the installation of transit improvements, as well as facilities serving pedestrians and bicyclists. Page 5-4 of the Circulation Element in the General Plan Policy Document includes two goals; Goal D is “To provide for a safe and convenient pedestrian circulation system”, and Goal E is “To encourage the use of bicycles as an alternate mode of transportation”. Examples of individual implementation policies supporting the Lodi Avenue Community Enhancement Project include the following:

- The City shall require sidewalks for all development in accordance with City design standards and encourage additional pedestrian access where applicable.
- The City shall require placement of sidewalks and walkways along Cherokee Lane and other location where sidewalks are discontinuous.
- The City shall consider the need for an interconnected system of pedestrian paths linking major use areas in Lodi.

Furthermore, the Policy Document encourages rational and effective development through good design, another goal of the project. Page 10-7 of the Urban Design and Cultural Resources Element includes Goal H, “To upgrade and enhance the aesthetic quality of existing strip commercial development.” An implementation policy for this goal is as follows:

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“The City shall formulate and adopt guidelines, incentives, and design standards as part of the City’s Urban Design Plan, for upgrading and enhancing the visual and pedestrian quality of existing strip commercial development, particularly along Cherokee Lane, Lodi Avenue, and Kettleman Lane, including provisions for setbacks, signs, landscaping, parking, and pedestrian amenities.”

## ***Scope of Work:***

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### ***Community Workshops/Charettes***

Community workshops will be conducted to garner input from members of the community who would be most directly affected or impacted by a decision to proceed with a project. A minimum of two (2) charettes will be held in a place as yet to be determined. In order to get the maximum amount of input, churches or other public or pseudo-public places will be chosen to hold the charettes. To supplement two, perhaps three members of City staff, a consultant will be hired to facilitate the charrette process. The process itself will begin with the facilitating speaker, an expert on urban design, landscaping, or transportation, explaining to the assembled group what the intentions for the project are. The consultant will provide a short summation about historical redevelopment efforts involving the Downtown, the Eastside neighborhoods, and the Cherokee Lane commercial area(s), as well as where we want to go from this point forward. He will basically lay out the goals of the program.

From that point, attendees will divide into small groups and discuss the best way to achieve the stated goal(s). This can be accomplished in many ways, including recording a list of ideas and suggestions from the group, instructing participants to draw or sketch their desired improvements, or assisting them to build a scale model of their ideal improvements. The main group reconvenes to take stock of small discussion group suggestions and ideas. A consensus of these ideas is put together and kept as a permanent record.

### ***Data collection and review of existing conditions***

The bulk of data collection and documentation of existing conditions will fall to City of Lodi staff. Approximately 80 man-hours will be required to gather the necessary data on the study area.

80 hours per week equals \$3,200 per week  
5.5 weeks of work

### ***Public outreach consultant***

A consultant is planned to be used to assist with the job of community outreach. This task will tie in with the community workshops/charettes and may in fact involve the same staff persons, perhaps the same consultant as well. There will be a constant ongoing dialogue with the community during the Lodi Avenue Community Enhancement Project. Such effort will require someone devoted to this aspect of the project. Methods for staying in contact with the community

include newspaper advertisements, internet resources, direct mailing, personal interaction and feedback at public meetings and workshops. Other types of feedback to staffers will come from the visual preference survey and the charette process. The funding source for this task will be grant funds received through the transportation planning grant. The deliverable product resulting from this task will be a record of contacts and a flow of information from community members to staff team members, and vice versa.

### ***Visual preference survey***

The visual preference survey is part and parcel of the community outreach process, but it has an end in and of itself. With the help of a consultant, staff will present a set of images to a group gathered for that purpose. The images span a wide spectrum of project types and ages, some depicting newer, more modern types of projects; and some depicting older, run-down, or deteriorated projects. Images may be of residential, commercial, or industrial uses. Participants are asked to respond, usually on a scale of 1 to 10, how each image makes them feel, or whether they like it or not. Scores are tallied to determine what the groups' 10 favorite and their 10 least favorite images were. Participants are then instructed to rationalize how the images they have seen may or may not relate to their own community. A visual preference survey can begin the process of having individuals envision what they want for their own community and what steps they can take to get to that point.

### ***Urban design consultant***

An urban design consultant will take primary responsibility for conceptualizing improvements within all the project sub-areas and illustrating various design concepts for consideration by project participants. The consultant will use drafting methods to prepare drawings and illustrations showing the potential finished product. Construction of any improvements would come during a later stage of the project. Computer modeling may also be utilized to prepare design concepts. Funding will be entirely from the Transportation Planning Grant. Deliverable products include plan sets, typically including a site plan, architectural renderings, elevations, landscape plans, lighting plans, signalization plans for intersections, traffic circulation patterns, among others.

### ***Traffic design***

A traffic design consultant will take primary responsibility for traffic related issues on the Lodi Avenue Community Enhancement Project. The third-party consultant may be the same for the urban design and traffic components, or there may be two separate firms working together. Components of this task include calculating increases, or decreases in the traffic counts for all aspects of the project. Pedestrian and bicycle traffic, automobile traffic, and mass transit shall be considered. Scenarios before and after must be considered. The cost components of this task are \$70,000 from the Transportation Planning Grant and \$10,000 from Measure K funds.

### ***Environmental Documentation***

Environmental documentation in compliance with the California Environmental Quality Act (CEQA) will be required as part of the Lodi Avenue Community Enhancement Project. In all likelihood, an Environmental Impact Report (EIR) will be necessary. Local funds and Measure K funds are proposed to be used to pay a consultant for this task. City of Lodi staff will mandate that standard conventions will be followed in the preparation of this report. Items for review are mandated by CEQA procedures, as are public comment periods and distribution and notice requirements.

<b><i>Lodi Avenue Community Enhancement Project</i></b>					
<b><i>Tasks</i></b>	<b><i>Responsible Party</i></b>	<b><i>Funding Source</i></b>			<b><i>Project Timing; Fiscal Year 2005/2006 (July 1, 2005)</i></b>
		Grant	In-Kind	Other Grant (Measure K)	
Community Workshops/Charette	City Staff/Consultant	\$28,000.00	\$14,000.00		July 1, 2005 to December 30, 2005
Data Collection and review of existing conditions (staff time)	City of Lodi staff		\$20,000.00		July 1, 2005 to December 30, 2005
Public Outreach Consultant	Consultant	\$12,000.00			July 1, 2005 to June 30, 2006
Visual Preference Survey	Consultant	\$24,000.00	\$2,000.00	\$ 2,000.00	Sept. 1, 2005 to February 31, 2006
Urban Design Consultant	Consultant	\$100,000.00		\$20,000.00	March 1, 2005 to June 30, 2006
Traffic Design	Traffic Engineering Consultant	\$80,000.00		\$10,000.00	March 1, 2006 to June 30, 2006
Environmental Documentation	Consultant			\$ 6,000.00	January 1, 2006 to June 30, 2006
<b>Total Project</b>		<b>\$234,000.00</b>	<b>\$36,000.00</b>	<b>\$38,000.00</b>	

## ***Grant Specific Objectives:***

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### ***Supports commonly understood livable community concepts***

Of the eight livable community concepts listed on the application, the Lodi Avenue Community Enhancement Project most closely address the following three: improved mobility and transportation choices for a wider range of users, safe and complete pedestrian/bicycle/transit linkages, and re-use or infill/compact development.

The project will improve mobility and transportation choices for a wider range of users in the following ways:

- ❑ Improved pedestrian accessibility via designated routes;
- ❑ Increased pedestrian safety through better infrastructure;
- ❑ Improved opportunities for bicyclists to traverse from neighborhood to neighborhood;
- ❑ Better mobility patterns for youth and senior citizens alike;
- ❑ Increased functionality and safety for mothers with baby strollers;
- ❑ Improved connectivity for wheelchair-bound individuals to get from place to place unimpeded;
- ❑ Improved mobility for visually-impaired persons to walk unassisted to the destination of their choice.

The project will aid in the provision of safe and complete pedestrian/bicycle/transit linkages in the following ways:

- ❑ Linkages between residences and shopping opportunities;
- ❑ Better link between Downtown and Cherokee commercial corridor for blending of historical and modern shopping;
- ❑ Link between Central Avenue corridor and Cherokee Lane corridor will help continue to narrow the transit gap between Lodi and Stockton;
- ❑ Link for bicycle commuters;
- ❑ Increased safety for bicycle riders connecting to bus service.

The project will catalyze the reuse of properties or infill/compact development in the following ways:

- ❑ Introduce reinvestment in the historic corridor that is Central Avenue and Cherokee Lane area;
- ❑ Reclaim the City's oldest commercial shopping strip;
- ❑ Partner public investment with private investment already planned for Cherokee Lane (Rancho San Miguel Market) and other potential locations;
- ❑ Invest in and help establish new identity for old Highway 99 commercial corridor;
- ❑ Reinvest in primary shopping area for Lodi's Eastside neighborhoods.

***Addresses a deficiency, conflict, or opportunity in coordinating land use and transportation***

Currently, there is a deficiency getting people who are not in automobiles from point one of the sub-areas of the project area to one of the other sub-areas in a safe and orderly fashion. Instead of using Lodi Avenue, most people on foot will cut through residential neighborhoods bypassing it altogether. The residential neighborhoods are not intended to serve this purpose of carrying individuals between commercial locations. The project will get people “back where they belong” with respect to their daily round trips.

***Leverages resources that may result in future improvements***

The ultimate construction of improvements based on the outcomes of the Lodi Avenue Community Improvement Project have the strong likelihood of triggering private investment in properties along all three major sub-areas. Data from the City’s Economic Development Office indicates a significant level of private investment has occurred in the Downtown core, after receiving infrastructure improvements. Private investors have spent approximately \$600,000 since 1995 as part of the City-sponsored façade improvement program; the City’s contribution under this program has been approximately \$300,000. This is one indicator of the kind of private investment that may be triggered along the Cherokee Lane, Lodi Avenue, and Central Avenue corridors if and when improvements planned under the Lodi Avenue Community Enhancement Program become a reality.

***Supports an ...improvement of transportation service that would benefit residential uses***

Transportation enhancements targeted under this program will directly benefit residential uses. The project sub-areas are ringed by residential neighborhoods, whose inhabitants will reap immediate benefits. These residents are the target audience for proposed improvements. Better sidewalks, bicycle lanes, and barriers protecting these roadway participants from passing automobiles will encourage more people to use the thoroughfare. Furthermore, those in cars will benefit by faster commute times and fewer delays as a result of new roundabouts at select intersections. Those who may be unable or unwilling to walk or ride a bicycle will have more incentive to go out and spend money up and down the boulevard.

***Should be innovative and stress community-based “grassroots” involvement***

The Lodi Avenue Community Enhancement Project is grounded in community-based neighborhood involvement. After all, it is the neighbors and residents of the Lodi Avenue and Central Avenue sub-areas that will be the primary beneficiaries of the project. The neighborhoods comprising the project sub-areas are populated by a large percentage of Hispanic individuals, traditionally an



underserved segment of the population when it comes to alternative transportation. What makes this project innovative is its direct correlation to a recently-constructed supermarket specifically targeted to the Hispanic population within the project area. Enhanced transportation corridors to get people from their homes to new shopping opportunities will add vibrancy and life to the streets. We have already begun the outreach process by contacting several locally based groups about the concept. All age groups are being encouraged to participate, from senior citizens to youth. Some of the groups and organizations notified include the Concilio of Lodi, the Eastside Improvement Committee (serving Lodi's Eastside in many regards), the Loel Community Senior Center (serving Lodi's substantial senior population), and Heritage School (located within one of the sub-areas).

Long-term sustainable community/economic development (revitalization plan)  
Increased transit oriented development or "transit villages"  
Mixed-use development  
Context sensitive streetscapes  
Jobs and affordable housing balance

The public outreach process for the Lodi Avenue Community Enhancement Project has already begun with letters being sent out to several community-based organizations. The majority of the organizations are neighborhood-based advocacy groups primarily concerned with issues on the Eastside; those same areas the grant is concerned with. Further, some of the groups are focused on the Mexican-American community in Lodi. As this segment of the population is the primary focus of one of the main catalysts of the Enhancement Program (recently-constructed market on Cherokee Lane), it is critical to gain the perspective of these community members (see letter of support).

In addition to initial contact with interest groups via written letter, both staff and an outside consultant will continue to engage these people all through the process. As previously stated, a consultant hired specifically for public outreach, including workshops/charettes, and direct mailings, surveys, etc., will engage these and other residents with a vested interest in any outcome of the Enhancement Program. This same segment of the population will also be targeted for the aforementioned visual preference survey.

### ***Public Participation and Letters of Support:***

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Public participation is the key to making the proposed "Lodi Avenue Community Enhancement Project" a success. Community workshops will be conducted to garner input from members of the community who would be most directly affected or impacted by a decision to proceed with a project. A minimum of two charettes will be conducted to gather community concerns and comments. A short summation about historical redevelopment efforts involving the Downtown, the Eastside neighborhoods and the Cherokee Lane commercial areas will be

presented to the public in an attempt to provide a clearer understanding of what the City hopes to accomplish through this project.

Prior to submittal of this proposal, the City staff has taken an interested role in engaging the citizens in the affected communities. Representatives of several different local groups which represent the neighborhoods involved were personally contacted regarding the proposed project. Their letters of support clearly show that they are interested in working together with the City to develop a well-defined, logical project that clearly meets the needs of the community while providing for the larger community of Lodi as well. City staff intends to work cooperatively with these groups to ensure that the proposed charettes are well attended, multi-lingual and centrally located. A benefit to this coordination is outreach to the Spanish speaking residents of Lodi who comprise a large portion of the residents in the residential developments on the eastside of town. It is the City staff's intentions to engage these residents in the project development process and to empower them to feel a part of a community.

### ***Federal Emphasis Areas and Caltrans' Mission and Goals:***

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The Federal Planning Emphasis Areas touch upon values which are integral to the successful completion of the proposed project. Safety and security is especially important in the wake of September 11<sup>th</sup>, and this project seeks to improve the pedestrian, bicycle and motor mobility along the corridor while achieving maximum security benefits to the users of the system. Through an integrated planning and environmental process, concerns will be addressed and issues resolved early in the development of the project, allowing for greater community consensus and improving project delivery. This process will also allow the City to better understand the needs of the affected community and to express their vision with the Community.

Through City staff, local and regional officials will be informed and educated about the different aspects of this project. City staff hopes to serve as a liaison between the interested community and the decision makers. Garnering community support throughout this project is key and will serve to ease decisions along the project development process and guide decision makers with sound evidence of the concerns and desires of the community at hand. By utilizing all available resources, the City hopes to be able to expand our technical ability through the utilization of specific specialists in the appropriate areas of this project, all the while overseeing and managing to the best of our abilities the optimal allocation of resources.

Caltrans' motto is to "improve mobility across California." This project seeks to accomplish just that. By providing for the motoring public, in addition to pedestrian, bicycle and transit riders, this project seeks to empower those who may have previously been restricted in their movements. A key component to this project is tying it into the Lodi Multi-Modal Station which serves not only the

City of Lodi but also the City of Stockton, as well as the San Joaquin, Calaveras and Sacramento Counties.

Through the removal of railroad tracks along this corridor, the City has greatly improved safety; however, we are far from finished. Citizens need to know that there are reliable transportation options available to them along this corridor which perform on time and keep on schedule. This project allows an expanded access to transit and therefore improves the overall productivity of the corridor.

### ***Project Outcomes:***

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The Lodi Avenue Community Enhancement Project is expected to have concrete results for the sub-areas of study and primarily benefit neighborhood residents. Any future decisions for implementation measures should be based on the plan of action established now. Interim and final products include a charette summary, a visual preference record, an urban and traffic design plan(s), and an environmental document (Environmental Impact Report).

The first of these final products is a compilation of feedback, or a record of the dialogue between the residents/business owner/property owners and members of City staff and consultant staff. This record will accurately reflect the decision making process known as the charette (or workshop). Secondly, a physical record of the visual preference survey will be kept as a permanent record of participant's opinions about Lodi. Our hope is that the visual preference survey can be referred back to throughout the entire process to maintain an accurate perspective about what it is we are striving for. Third, the main end product of the enhancement project is the eventual urban design plan/traffic plan. These documents could end up being combined as one volume, or they could be produced as two separate documents. The urban design plan shall include a minimum of three (3) design options for the Lodi Avenue corridor, including variations on landscaping strips, location of bike lanes, and configuration of the turnaround(s). Also, opportunities for private investment after completion of roadway improvements shall be identified and quantified. Finally, an environmental document will need to be prepared in accordance with the California Environmental Quality Act (CEQA). An EIR, or Environmental Impact Report shall identify environmental impacts such as water, traffic, noise, etc.

In order to ensure successful outcomes, there will be a process of feedback to make sure milestones are being met. Each task is to be completed within a given timeframe. Contractors will be notified prior to any contract award that financial incentives will be offered for completing projects on time. Further, the timing for obtaining matching Measure K funds will be critical to the project's success. Preparation of plans and reports will be regularly cross-checked with community feedback to make sure that stated goals are being met.

***Legislative Districts:***

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Assemblyman Alan Nakanishi  
10<sup>th</sup> District  
218 W. Pine Street  
Lodi, CA 95240

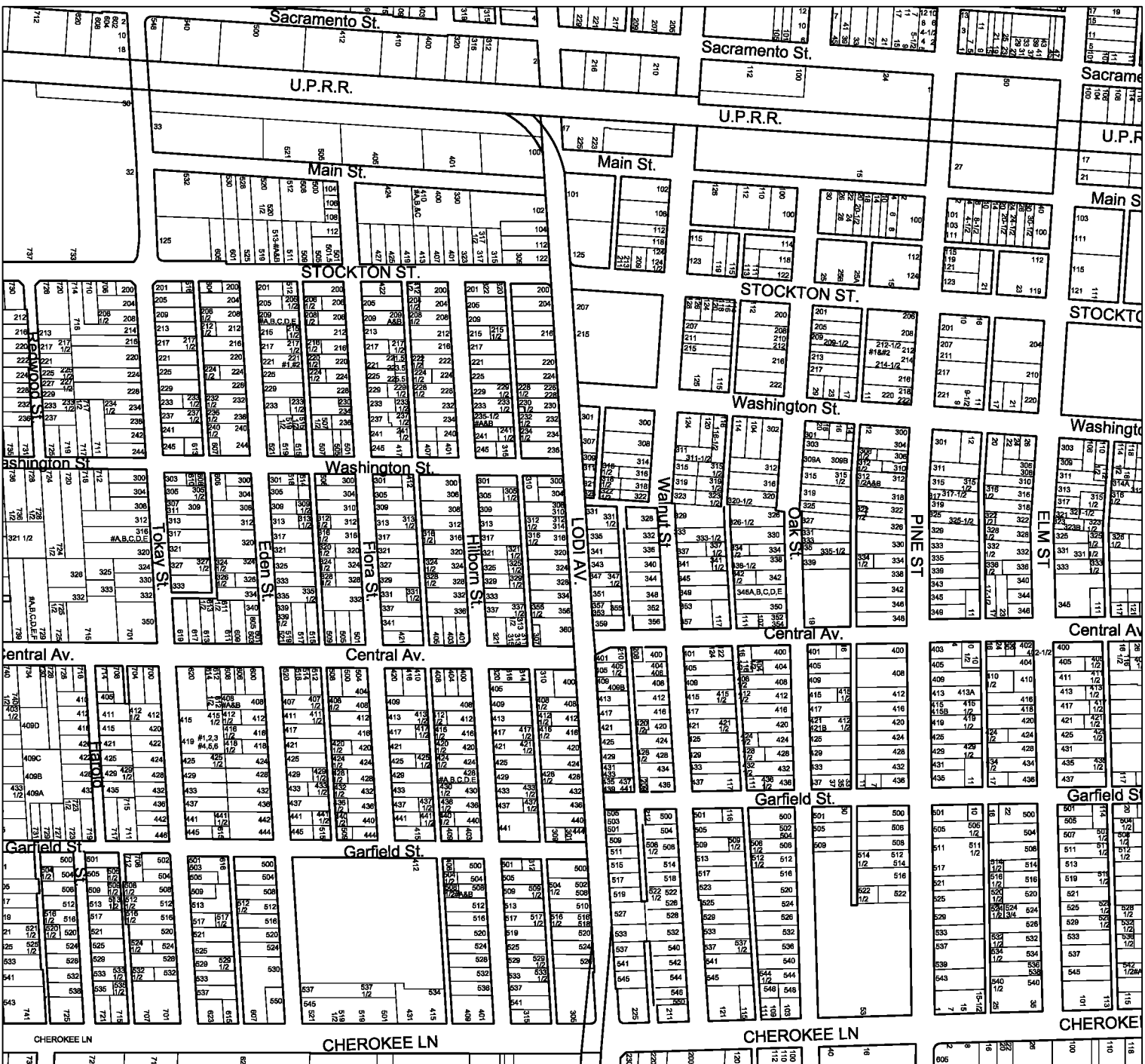
Senator Michael Machado  
5<sup>th</sup> District  
1020 N Street, Suite 502  
Sacramento, California 95814

Assemblyman Charles Poochigian  
14<sup>th</sup> District  
4974 E. Clinton #100  
Fresno, CA 93727



COMMUNITY DEVELOPMENT  
DEPARTMENT

LODI AVENUE  
IMPROVEMENT PROJECT



SCALE: 1:500

### ***Project Description:***

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The Central Avenue/Tokay Street community is economically and ethnically diverse with many residents relying upon bicycle, pedestrian and transit modes of transportation. Central Avenue and Tokay Street are the principal routes that connect the neighborhood commercial areas along Lodi Avenue, Central Avenue and Cherokee Lane, and the centrally located elementary school. The City is actively implementing the reconstruction of underground infrastructure in the area that facilitates an economical and timely enhancement of the surface improvements. Enhancing the area's ability to rely upon bicycles, pedestrian traffic and transit will help maintain the economic vitality of the area and preserve the diversity that currently exists.

### ***Purpose and Need:***

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A point of beginning, or impetus for the City's efforts within the Cherokee Lane, Lodi Avenue, and Central Avenue sub-areas of the City is the Central City Revitalization Program, developed in 1994. As stated in the document on page 1, "The purpose of the Central City Revitalization Program is to ensure that dramatic economic and physical improvement occurs in the historic central area of Lodi." "...The Central City is Lodi's "old town", where its original commercial areas and neighborhoods were established. It consists of three distinct yet interrelated districts - Downtown, the Eastside Neighborhood, and the Cherokee Lane Corridor."

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Revitalization Program, as well as address the goals outlined in the General Plan.

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The City of Lodi General Plan firmly supports the Central Avenue/Tokay Street Corridor Bicycle and Pedestrian Circulation Enhancement Project. The General Plan Policy Document encourages enhancement of the community through the installation of transit improvements, as well as facilities serving pedestrians and bicyclists. Page 5-4 of the Circulation Element in the General Plan Policy Document includes two goals; Goal D is "To provide for a safe and convenient pedestrian circulation system", and Goal E is "To encourage the use of bicycles as an alternate mode of transportation". Examples of individual implementation policies supporting the Central Avenue/Tokay Street Corridor Bicycle and Pedestrian Circulation Enhancement Project include the following:

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A consultant is planned to be used to assist with the job of community outreach. This task will tie in with the community workshops/charettes and may in fact involve the same staff persons, perhaps the same consultant as well. There will be a constant ongoing dialogue with the community during the Central Avenue/Tokay Street Corridor Bicycle and Pedestrian Circulation Enhancement Project. Such effort will require someone devoted to this aspect of the project. Methods for staying in contact with the community include newspaper advertisements, internet resources, direct mailing, personal interaction and feedback at public meetings and workshops. Other types of feedback to staffers will come from the visual preference survey, and the charrette process. The funding source for this task will be grant funds received through the transportation planning grant. The deliverable product resulting from this task will be a record of contacts and a flow of information from community members to staff team members, and vice versa.



### ***Visual preference survey***

The visual preference survey is part and parcel of the community outreach process, but it has an end in and of itself. With the help of a consultant, staff will present a set of images to a group gathered for that purpose. The images span a wide spectrum of project types and ages, some depicting newer, more modern types of projects, and some depicting older, run-down, or deteriorated projects. Images may be of residential, commercial, or industrial uses. Participants are asked to respond, usually on a scale of 1 to 10, how each image makes them feel, or whether they like it or not. Scores are tallied to determine what the group's 10 favorite and their 10 least favorite images were. Participants are then instructed to rationalize how the images they have seen may or may not relate to their own community. A visual preference survey can begin the process of having individuals envision what they want for their own community and what steps they can take to get to that point. Emphasis will be made on tying the cultural aspects of the community to the project so that the new development compliments the architecture and businesses located within the proposed project area.

### ***Urban design consultant***

An urban design consultant will take primary responsibility for conceptualizing improvements within all the project sub-areas and illustrating various design concepts for consideration by project participants. The consultant will use drafting methods to prepare drawings and illustrations showing the potential finished product. Construction of any improvements would come during a later stage of the project. Computer modeling may also be utilized to prepare design concepts. Funding will be entirely from the Transportation Planning Grant. Deliverable products include plan sets, typically including a site plan, architectural renderings, elevations, landscape plans, lighting plans, signalization plans for intersections, traffic circulation patterns, among others.

Once again, emphasis will be placed on developing a project that is complimentary to the neighborhoods. Large portions of this community are Hispanic and that is currently reflected through the shops that reside in this area. Care will be taken by City staff to ensure that the proposed project facilitates coordination between existing architecture and required codes and regulations.

### ***Traffic design***

A traffic design consultant will take primary responsibility for traffic-related issues on the Lodi Avenue Community Enhancement Project. The third-party consultant may be the same for the urban design and traffic components, or there may be two separate firms working together. Components of this task include calculating increases, or decreases in the traffic counts for all aspects if the project. Pedestrian and bicycle traffic, automobile traffic, and mass transit shall be considered. Scenarios before and after must be considered. The cost

components of this task are \$50,000 from the Transportation Planning Grant and \$10,000 from Measure K funds.

### ***Environmental Documentation***

Environmental documentation in compliance with the California Environmental Quality Act (CEQA) will be required as part of the Lodi Avenue Community Enhancement Project. In all likelihood, an Environmental Impact Report (EIR) will be necessary. Local funds and Measure K funds are proposed to be used to pay a consultant for this task. City of Lodi staff will mandate that standard conventions will be followed in the preparation of this report. Items for review are mandated by CEQA procedures, as are public comment periods and distribution and notice requirements. City staff seeks to coordinate the public comment process portion of CEQA throughout this project, allowing the community to comment and participate in all aspects of this project, rather than solely through an environmental documentation review.

**Central Avenue/ Tokay Street Corridor Bicycle and Pedestrian Circulation and Enhancement Project**

**Project Title:**

<b>Tasks</b>	<b>Responsible Party</b>	<b>Funding Source</b>			<b>Project Timing; Fiscal Year 2005/2006 (July 1, 2005)</b>
		Grant	In-Kind	Other Grant (Measure K)	
Community Workshops/Charette	City Staff/Consultant	\$25,000.00	\$10,000.00		July 1, 2005 to December 30, 2005
Data Collection and review of existing conditions (staff time)	City of Lodi staff		\$5,000.00	\$ 5,000.00	July 1, 2005 to December 30, 2005
Public Outreach Consultant	Consultant	\$10,000.00			July 1, 2005 to June 30, 2006
Visual Preference Survey	Consultant	\$10,000.00	\$2,000.00		Sept. 1, 2005 to February 31, 2006
Urban Design Consultant	Consultant	\$50,000.00		\$10,000.00	March 1, 2006 to June 30, 2006
Traffic Design	Traffic Engineering Consultant	\$40,000.00		\$10,000.00	March 1, 2006 to June 30, 2006
Environmental Documentation	Consultant		\$3,000.00		January 1, 2006 to June 30, 2006
<b>Total Project</b>		<b>\$135,000.00</b>	<b>\$20,000.00</b>	<b>\$25,000.00</b>	

**Grant Specific Objectives:**

***Supports commonly understood livable community concepts***

Of the eight livable community concepts listed on the application, the Central Avenue/Tokay Street Corridor Bicycle and Pedestrian Circulation Enhancement Project most closely address the following five: improved mobility and transportation choices for a wider range of users, safe and complete pedestrian/bicycle/transit linkages, long-term sustainable community/economic development, context sensitive streetscapes and re-use or infill/compact development.

The project will improve mobility and transportation choices for a wider range of users in the following ways:

- ❑ Improved pedestrian accessibility via designated routes;
- ❑ Increased pedestrian safety through better infrastructure;
- ❑ Improved opportunities for bicyclists to traverse from neighborhood to neighborhood;
- ❑ Better mobility patterns for youth and senior citizens alike;
- ❑ Increased functionality and safety for mothers with baby strollers;
- ❑ Improved connectivity for wheelchair-bound individuals to get from place to place unimpeded;
- ❑ Improved mobility for visually-impaired persons to walk unassisted to the destination of their choice.

The project will aid in the provision of safe and complete pedestrian/bicycle/transit linkages in the following ways:

- ❑ Linkages between residences and shopping opportunities;
- ❑ Better link between Downtown and Cherokee Lane commercial corridor for blending of historical and modern shopping;
- ❑ Link between Lodi Avenue corridor and Cherokee Lane corridor will help continue to narrow the transit gap between Lodi and Stockton;
- ❑ Link for bicycle commuters;
- ❑ Increased safety for bicycle riders connecting to bus service.

The project will catalyze the reuse of properties or infill/compact development in the following ways:

- ❑ Introduce reinvestment in the historic corridor that is Central Avenue and Cherokee Lane area;
- ❑ Reclaim the City's oldest commercial shopping strip;
- ❑ Partner public investment with private investment already planned for Cherokee Lane (Rancho San Miguel Market), and other potential locations;
- ❑ Invest in and help establish new identity for old Highway 99 commercial corridor;
- ❑ Reinvest in primary shopping area for Lodi's east side neighborhoods.

The project will encourage context sensitive streetscapes that account for the cultural identities of the adjoining neighborhoods:

- ❑ Promotion of the historic corridor that is Central Avenue and Cherokee Lane area;
- ❑ Promote community pride and sense of unity;
- ❑ Partner public investment with private investment already planned for Cherokee Lane (Rancho San Miguel Market), and other potential locations;
- ❑ Invest in and help establish new identity for old Highway 99 commercial corridor;

- ❑ Reinvest in primary shopping area for Lodi's east side neighborhoods that addresses the needs specific to those residents.

The project will foster long-term sustainable community/economic development:

- ❑ Encourage mixed land uses in the historic corridor that is Central Avenue and Cherokee Lane area;
- ❑ Reclaim the City's oldest commercial shopping strip;
- ❑ Partner public investment with private investment already planned for Cherokee Lane (Rancho San Miguel Market), and other potential locations;
- ❑ Allow for a retail destination that suits the needs of the neighborhoods and larger Lodi community;
- ❑ Reinvest in primary shopping area for Lodi's east side neighborhoods.

***Addresses a deficiency, conflict, or opportunity in coordinating land use and transportation***

Currently, there is a deficiency getting people who are not in automobiles from point one of the sub-areas of the project area to one of the other sub-areas in a safe and orderly fashion. Instead of using Cherokee Lane, most people on foot will cut through residential neighborhoods bypassing it altogether. The residential neighborhoods are not intended to serve this purpose of carrying individuals between commercial locations.

***Leverages resources that may result in future improvements***

The ultimate construction of improvements based on the outcomes of Central Avenue/Tokay Street Corridor Bicycle and Pedestrian Circulation Enhancement Project have the strong likelihood of triggering private investment in properties along all three major sub-areas. Data from the City's Economic Development Office indicates a significant level of private investment has occurred in the Downtown core, after receiving infrastructure improvements. Private investors have spent approximately \$600,000 since 1995 as part of the City-sponsored façade improvement program; the City's contribution under this program has been approximately \$300,000. This is one indicator of the kind of private investment that may be triggered along the Cherokee Lane, Lodi Avenue, and Central Avenue corridors if and when improvements planned under the Central Avenue/Tokay Street Corridor Bicycle and Pedestrian Circulation Enhancement Project become a reality.

***Supports an ...improvement of transportation service that would benefit residential uses***

Transportation enhancements targeted under this program will directly benefit residential uses. The project sub-areas are ringed by residential neighborhoods, whose inhabitants will reap immediate benefits. These residents are the target audience for proposed improvements. Better sidewalks, bicycle lanes, and barriers protecting these roadway participants from passing automobiles will encourage more people to use the thoroughfare. Furthermore, those in cars will

benefit by faster commute times and fewer delays as a result of new roundabouts at select intersections. Those who may be unable or unwilling to walk or ride a bicycle will have more incentive to go out and spend money up and down the boulevard.

***Should be innovative and stress community-based “grassroots” involvement.***

The Central Avenue/Tokay Street Corridor Bicycle and Pedestrian Enhancement Project is grounded in community-based neighborhood involvement. After all, it is the neighbors and residents of the Lodi Avenue and Central Avenue sub-areas that will be the primary beneficiaries of the project. The neighborhoods comprising the project sub-areas are populated by a large percentage of Hispanic individuals, traditionally an underserved segment of the population when it comes to alternative transportation. What makes this project innovative is its direct correlation to a recently-constructed supermarket specifically targeted to the Hispanic population within the project area. Enhanced transportation corridors to get people from their homes to new shopping opportunities will add vibrancy and life to the streets. We have already begun the outreach process by contacting several locally based groups about the concept. All age groups are being encouraged to participate, from senior citizens to youth. Some of the groups and organizations notified include the Concilio of Lodi, the Eastside Improvement Committee (serving Lodi’s Eastside in many regards), the Loel Community Senior Center (serving Lodi’s substantial senior population), and Heritage School (located within one of the sub-areas).

The public outreach process for the Lodi Avenue Community Enhancement Project has already begun with letters being sent out to several community-based organizations. The majority of the organizations are neighborhood-based advocacy groups primarily concerned with issues on the Eastside; those same areas the grant is concerned with. Further, some of the groups are focused on the Mexican-American community in Lodi. As this segment of the population is the primary focus of one of the main catalysts of the Enhancement Program (recently-constructed new market on Cherokee Lane), it is critical to gain the perspective of these community members (see letter of support).

In addition to initial contact with interest groups via written letter, both staff and an outside consultant will continue to engage these people all through the process. As previously stated, a consultant hired specifically for public outreach, including workshops/charettes, and direct mailings, surveys, etc. will engage these and other residents with a vested interest in any outcome of the Enhancement Program. This same segment of the population will also be target for the aforementioned visual preference survey.

## ***Public Participation and Letters of Support:***

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Public participation is the key to making the proposed “Central Avenue/Tokay Street Corridor Bicycle and Pedestrian Circulation Enhancement Project” a success. Community workshops will be conducted to garner input from members of the community who would be most directly affected or impacted by a decision to proceed with a project. A minimum of two charettes will be conducted to gather community concerns and comments. A short summation about historical redevelopment efforts involving the Downtown, the Eastside neighborhoods and the Cherokee Lane commercial areas will be presented to the public in an attempt to provide a clearer understanding of what the City hopes to accomplish through this project.

Prior to submittal of this proposal, the City staff has taken an interested role in engaging the citizens in the affected communities. Representatives of several different local groups which represent the neighborhoods involved were personally contacted regarding the proposed project. Their letters of support clearly show that they are interested in working together with the City to develop a well-defined, logical project that clearly meets the needs of the community while providing for the larger community of Lodi as well. City staff intends to work cooperatively with these groups to ensure that the proposed charettes are well attended, multi-lingual and centrally located. A benefit to this coordination is outreach to the Spanish speaking residents of Lodi who comprise a large portion of the residents in the residential developments on the eastside of town. It is City staff's intentions to engage these residents in the project development process and to empower them to feel a part of a community.

## ***Federal Emphasis Areas and Caltrans' Mission and Goals:***

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The Federal Planning Emphasis Areas touch upon values which are integral to the successful completion of the proposed project. Safety and security is especially important in the wake of September 11<sup>th</sup>, and this project seeks to improve the pedestrian, bicycle and motor mobility along the corridor while achieving maximum security benefits to the users of the system. Through an integrated planning and environmental process, concerns will be addressed and issues resolved early in the development of the project, allowing for greater community consensus and improving project delivery. This process will also allow the City to better understand the needs of the affected community and to express their vision with the Community.

Through City staff, local and regional officials will be informed and educated about the different aspects of this project. City staff hopes to serve as a liaison between the interested community and the decision makers. Garnering community support throughout this project is key and will serve to ease decisions along the project development process and guide decision makers with sound evidence of the concerns and desires of the community at hand. By utilizing all

available resources, the City hopes to be able to expand our technical ability through the utilization of specific specialists in the appropriate areas of this project, all the while overseeing and managing to the best of our abilities the optimal allocation of resources.

Caltrans' motto is to "improve mobility across California." This project seeks to accomplish just that. By providing for the motoring public, in addition to pedestrian, bicycle and transit riders, this project seeks to empower those who may have previously been restricted in their movements. A key component to this project is tying it into the Lodi Multi-Modal Station which serves not only the City of Lodi but also the City of Stockton, as well as the San Joaquin, Calaveras and Sacramento Counties.

Through the removal of railroad tracks along this corridor, the City has greatly improved safety; however, we are far from finished. Citizens need to know that there are reliable transportation options available to them along this corridor which perform on time and keep on schedule. This project allows an expanded access to Transit and therefore improves the overall productivity of the corridor.

### ***Project Outcomes:***

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The Central Avenue/Tokay Street Corridor Bicycle and Pedestrian Circulation Enhancement Project is expected to have concrete results for the sub-areas of study and primarily benefit neighborhood residents. Any future decisions for implementation measures should be based on the plan of action established now. Interim and final products include a charette summary, a visual preference record, an urban and traffic design plan(s), and an environmental document (Environmental Impact Report).

The first of these final products is a compilation of feedback or a record of the dialogue between the residents/business owners/property owners and members of City staff and consultant staff. This record will accurately reflect the decision making process known as the charette (or workshop). Secondly, a physical record of the visual preference survey will be kept as a permanent record of participant's opinions about Lodi. Our hope is that the visual preference survey can be referred back to throughout the entire process to maintain an accurate perspective about what it is we are striving for. Third, the main end product of the enhancement project is the eventual urban design plan/traffic plan. These documents could end up being combined as one volume, or they could be produced as two separate documents. The urban design plan shall include a minimum of three (3) design options for the Lodi Avenue corridor, including variations on landscaping strips, location of bike lanes, and configuration of the turnaround(s). Also, opportunities for private investment after completion of roadway improvements shall be identified and quantified. Finally, an environmental document will need to be prepared in accordance with the



California Environmental Quality Act (CEQA). An EIR, or Environmental Impact Report, shall identify environmental impacts such as water, traffic, noise, etc.

In order to ensure successful outcomes, there will be a process of feedback to make sure milestones are being met. Each task is to be completed within a given timeframe. Contractors will be notified prior to any contract award that financial incentives will be offered for completing projects on time. Further, the timing for obtaining matching Measure K funds will be critical to the project's success. Preparation of plans and reports will be regularly cross-checked with community feedback to make sure that stated goals are being met.

***Legislative Districts:***

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Assemblyman Alan Nakanishi  
10<sup>th</sup> District  
218 W. Pine Street  
Lodi, CA 95240

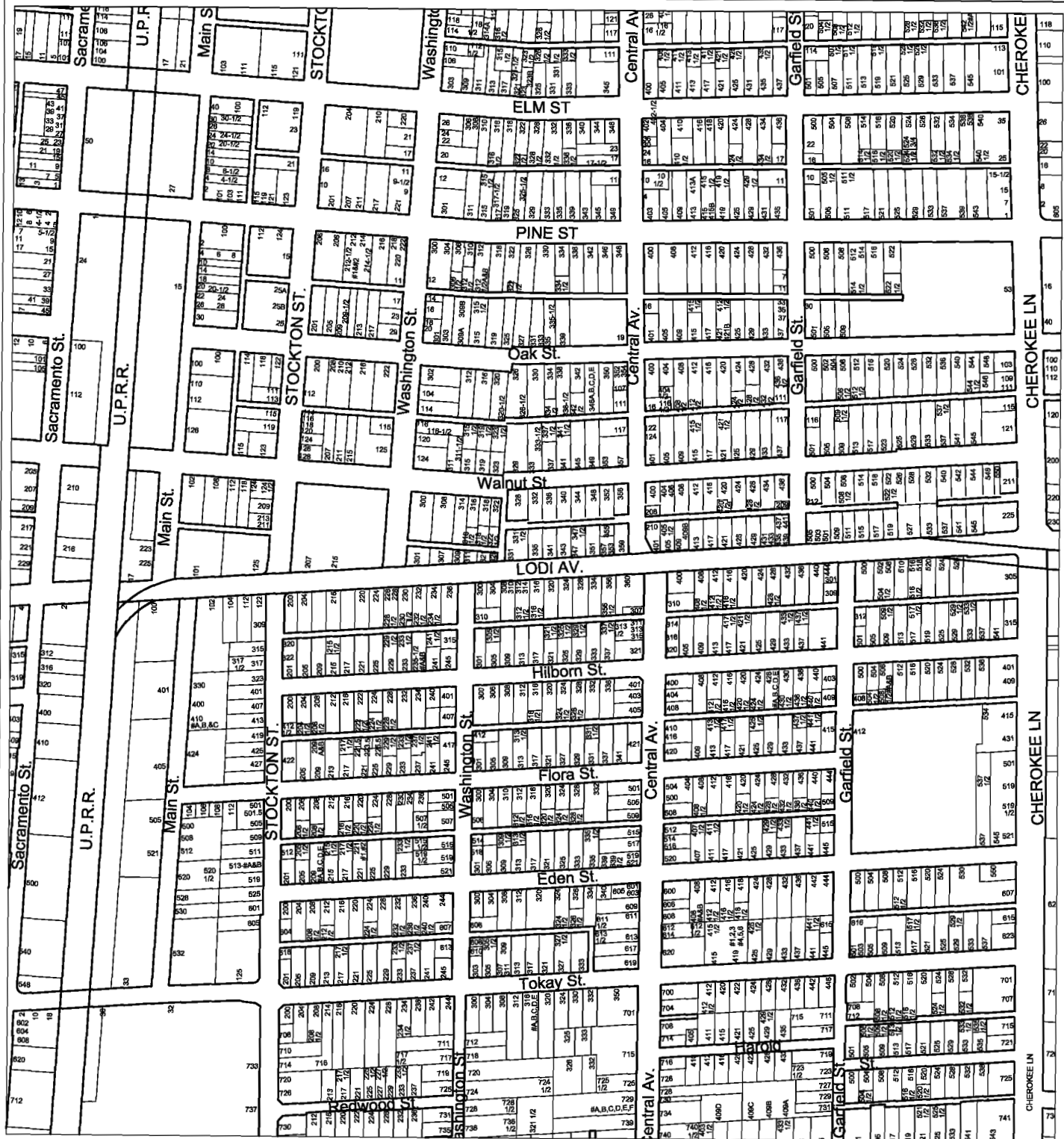
Senator Michael Machado  
5<sup>th</sup> District  
1020 N Street, Suite 502  
Sacramento, California 95814

Assemblyman Charles Poochigian  
14<sup>th</sup> District  
4974 E. Clinton #100  
Fresno, CA 93727



COMMUNITY DEVELOPMENT  
DEPARTMENT

CENTRAL AVENUE/  
TOKAY STREET CORRIDOR



RESOLUTION NO. 2004-204

A RESOLUTION OF THE LODI CITY COUNCIL  
APPROVING APPLICATION FOR TRANSPORTATION  
PLANNING GRANT FROM THE STATE OF CALIFORNIA  
DEPARTMENT OF TRANSPORTATION FOR:  
*LODI AVENUE COMMUNITY ENHANCEMENT PROJECT*

=====

WHEREAS, one of the goals of the Public Works Department is to deliver projects that benefit the City and enhance the community; and

WHEREAS, transportation planning grants are a beneficial step in achieving that goal. The planning grants, if approved, will supplement staff's efforts to develop context sensitive plans and will aid in building community support by providing financial resources to conduct community planning meetings; and

WHEREAS, Caltrans is providing these grants as an opportunity to promote public involvement by diverse and underserved communities in the transportation planning process while improving mobility, access, equity and quality of life. Additionally, Caltrans is looking for projects that encourage community involvement and partnership. If the City grant application is successful, staff will return to the City Council for final approval; and

WHEREAS, the local match for the Lodi Avenue Community Enhancement Project will be \$36,000 In-Kind and \$38,000 in Measure K or Street Funds.

NOW, THEREFORE, BE IT RESOLVED that the Lodi City Council does hereby approve the application for the Transportation Planning Grant from the State of California Department of Transportation for the Lodi Avenue Community Enhancement Project.

Dated: October 6, 2004

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I hereby certify that Resolution No. 2004-204 was passed and adopted by the City Council of the City of Lodi in a regular meeting held October 6, 2004, by the following vote:

AYES: COUNCIL MEMBERS – Beckman, Hitchcock, and Howard  
NOES: COUNCIL MEMBERS – None  
ABSENT: COUNCIL MEMBERS – Land and Mayor Hansen  
ABSTAIN: COUNCIL MEMBERS – None

  
SUSAN J. BLACKSTON  
City Clerk

RESOLUTION NO. 2004-205

A RESOLUTION OF THE LODI CITY COUNCIL  
APPROVING APPLICATION FOR TRANSPORTATION  
PLANNING GRANT FROM THE STATE OF CALIFORNIA  
DEPARTMENT OF TRANSPORTATION FOR:

*CENTRAL AVENUE / TOKAY STREET CORRIDOR BIKE AND  
PEDESTRIAN CIRCULATION ENHANCEMENT PROJECT*

=====

WHEREAS, one of the goals of the Public Works Department is to deliver projects that benefit the City and enhance the community; and

WHEREAS, transportation planning grants are a beneficial step in achieving that goal. The planning grants, if approved, will supplement staff's efforts to develop context sensitive plans and will aid in building community support by providing financial resources to conduct community planning meetings; and

WHEREAS, Caltrans is providing these grants as an opportunity to promote public involvement by diverse and underserved communities in the transportation planning process while improving mobility, access, equity and quality of life. Additionally, Caltrans is looking for projects that encourage community involvement and partnership. If the City grant application is successful, staff will return to the City Council for final approval; and

WHEREAS, the local match for the Central Avenue / Tokay Street Corridor Bike and Pedestrian Circulation Enhancement Project will be \$20,000 In-Kind and \$25,000 in Measure K or Street Funds.

NOW, THEREFORE, BE IT RESOLVED that the Lodi City Council does hereby approve the application for the Transportation Planning Grant from the State of California Department of Transportation for the Central Avenue / Tokay Street Corridor Bike and Pedestrian Circulation Enhancement Project.

Dated: October 6, 2004

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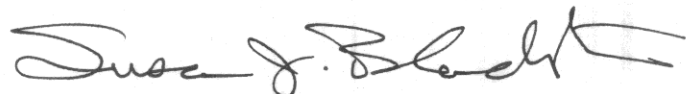
I hereby certify that Resolution No. 2004-205 was passed and adopted by the City Council of the City of Lodi in a regular meeting held October 6, 2004, by the following vote:

AYES: COUNCIL MEMBERS – Beckman, Hitchcock, and Howard

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – Land and Mayor Hansen

ABSTAIN: COUNCIL MEMBERS – None



SUSAN J. BLACKSTON  
City Clerk